

ESTTA Tracking number: **ESTTA1194185**

Filing date: **03/02/2022**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer information

Name	NIKE, Inc.		
Entity	Corporation	Citizenship	Oregon
Address	ONE BOWERMAN DRIVE BEAVERTON, OR 97005 UNITED STATES		
Attorney information	HELEN HILL MINSKER ARNOLD & PORTER KAYE SCHOLER LLP 70 W. MADISON STREET, SUITE 4200 IP DOCKETING CHICAGO, IL 60602 UNITED STATES Primary email: helen.minsker@arnoldporter.com Secondary email(s): michael.harris@arnoldporter.com, kathleen.duffy@arnoldporter.com, kim.hedgren@arnoldporter.com, trademarkdocketing@arnoldporter.com 3125832428		
Docket no.	1104164.5564		

### Applicant information

Application no.	90677570	Publication date	02/01/2022
Opposition filing date	03/02/2022	Opposition period ends	03/03/2022
Applicant	Already, LLC 1015 ROAD TO SIX FLAGS EAST ARLINGTON, TX 76011 UNITED STATES		

### Goods/services affected by opposition


Class 041. First Use: None First Use In Commerce: None  
All goods and services in the class are opposed, namely: Entertainment services, namely, displaying a series of films; Entertainment services, namely, storytelling; Multimedia entertainment services in the nature of recording, production and post-production services in the fields of music, video, and films

### Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)


### Marks cited by opposer as basis for opposition

U.S. registration no.	1875307	Application date	10/03/1989
Register	Principal		
Registration date	01/24/1995	Foreign priority date	NONE
Word mark	JUST DO IT.		
Design mark			
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: Jan 26, 1989 First Use In Commerce: Jan 26, 1989 CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS		

U.S. registration no.	4350316	Application date	12/06/2012
Register	Principal		
Registration date	06/11/2013	Foreign priority date	NONE
Word mark	JUST DO IT		
Design mark			
Description of mark	NONE		
Goods/services	Class 009. First use: First Use: Oct 31, 2008 First Use In Commerce: Oct 31, 2008 Eyeglass frames; Sunglasses		


U.S. registration no.	4764071	Application date	11/04/2014
Register	Principal		
Registration date	06/30/2015	Foreign priority date	NONE
Word mark	JUST DO IT		

Design mark	
Description of mark	NONE
Goods/services	Class 018. First use: First Use: Jul 1, 2011 First Use In Commerce: Jul 1, 2011 All purpose sport bags; Backpacks Class 025. First use: First Use: Jan 26, 1989 First Use In Commerce: Jan 26, 1989 Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits

U.S. registration no.	4902036	Application date	09/21/2015
Register	Principal		
Registration date	02/16/2016	Foreign priority date	NONE
Word mark	JUST DO IT		
Design mark			
Description of mark	NONE		
Goods/services	Class 021. First use: First Use: Jul 1, 2015 First Use In Commerce: Jul 1, 2015 Bottles, sold empty		

U.S. registration no.	5727940	Application date	10/26/2018
Register	Principal		
Registration date	04/16/2019	Foreign priority date	NONE
Word mark	JUST DO IT		

Design mark	
Description of mark	NONE
Goods/services	Class 035. First use: First Use: Jul 1, 1994 First Use In Commerce: Jul 1, 1994 Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

U.S. registration no.	6185209	Application date	04/17/2020
Register	Principal		
Registration date	10/27/2020	Foreign priority date	NONE
Word mark	JUST DO IT		
Design mark			
Description of mark	NONE		
Goods/services	Class 026. First use: First Use: Mar 2013 First Use In Commerce: Mar 2013 Hair accessories, namely, hair ties, hair bands, ponytail holders		

Attachments	85795981#TMSN.png( bytes ) 86444421#TMSN.png( bytes ) 86762618#TMSN.png( bytes ) 88170627#TMSN.png( bytes ) 88876918#TMSN.png( bytes ) Notice of Opposition.pdf(436304 bytes )
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Signature	/Helen Hill Minsker/
Name	Helen Hill Minsker
Date	03/02/2022

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Applicant  
Already, LLC d/b/a Already Design Co.

Mark: JUST SUE IT

Serial No.: 90/677570

Filed: April 28, 2021

Published in the Official Gazette dated February 1, 2022

NIKE, Inc.,  
Opposer,

vs.

Already, LLC d/b/a Already Design Co.,  
Applicant.

Opposition No. \_\_\_\_\_

**NOTICE OF OPPOSITION**

Opposer, NIKE, Inc., a corporation of Oregon, whose address is One Bowerman Drive, Beaverton, Oregon 97005, believes it will be damaged by registration of the above-identified mark, applied for on the Principal Register by Already, LLC d/b/a Already Design Co., a U.S. limited liability company, whose address is 1015 Road To Six Flags East, Arlington, Texas 76011, and opposes the same.

The grounds for the opposition are as follows:

**BACKGROUND ON OPPOSER AND ITS “JUST DO IT” MARK**

1. Opposer is a leading provider of a broad range of clothing, footwear, accessories, equipment, and other products and services relating to sports, fitness, health and wellness, lifestyle and fashion.

2. In addition to the products and services described in paragraph 1, Opposer has a long history of providing motivational and storytelling videos under its trademarks and service marks, including the “JUST DO IT” mark that is the basis for this opposition. Examples of these videos are referenced in the table below:

Title	Link
If You Let Me Play (1995)	<a href="https://www.youtube.com/watch?v=AQ_XSHpIbZE">https://www.youtube.com/watch?v=AQ_XSHpIbZE</a>
Dream Crazy (2018)	<a href="https://www.youtube.com/watch?v=WW2yKSt2C_A">https://www.youtube.com/watch?v=WW2yKSt2C_A</a>
Dream Crazier (2020)	<a href="https://www.youtube.com/watch?v=zWfX5jeF6k4">https://www.youtube.com/watch?v=zWfX5jeF6k4</a>

3. Opposer is the owner of rights granted via federal registrations and common law rights for the marks “JUST DO IT.” and “JUST DO IT” (collectively the JUST DO IT Mark”).

4. Opposer has continuously used the JUST DO IT Mark in interstate commerce since at least as early as 1989 in connection with various clothing items.

5. In addition to continuous use of the JUST DO IT Mark in interstate commerce in connection with clothing, Opposer has continuously used the JUST DO IT Mark in interstate commerce in connection with a variety of goods and services for many years, including, but not limited to, the goods and services covered by the registrations for the JUST DO IT Mark identified below, and other registrations owned by Opposer over the years for the JUST DO IT Mark.

**OPPOSER OWNS MULTIPLE  
TRADEMARK REGISTRATIONS FOR THE “JUST DO IT” MARK**

6. Opposer is the owner of multiple U.S. Trademark Registrations for the JUST DO IT Mark, including, but not limited to, the following U.S. Trademark Registrations pleaded in paragraphs 7 through 11 below.

7. Opposer is the owner of U.S. Trademark Registration No. 1,875,307 for the mark “JUST DO IT.” for “Clothing, namely T-shirts, sweatshirts and caps” in International Class 25,

registered January 24, 1995. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer's "JUST DO IT" mark pursuant to 15 U.S.C. § 1115(b).

8. Opposer is the owner of U.S. Trademark Registration No. 4,350,316 for the mark "JUST DO IT" for "Eyeglass frames; sunglasses" in International Class 9, registered June 11, 2013. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer's "JUST DO IT" mark pursuant to 15 U.S.C. § 1115(b).

9. Opposer is the owner of U.S. Trademark Registration No. 4,764,071 for the mark "JUST DO IT" for "All purpose sport bags; backpacks" in International Class 18 and "Footwear; headbands; headwear; pants; shorts; sports bras; tank tops; tights; warm up suits" in International Class 25, registered June 30, 2015. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer's "JUST DO IT" mark pursuant to 15 U.S.C. § 1115(b).

10. Opposer is the owner of U.S. Trademark Registration No. 4,902,036 for the mark "JUST DO IT" for "Bottles, sold empty" in International Class 21, registered February 16, 2016.

11. Opposer is the owner of U.S. Trademark Registration No. 5,727,940 for the mark "JUST DO IT" for "Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories" in International Class 35, registered April 16, 2019.

12. Opposer is the owner of U.S. Trademark Registration No. 6,185,209 for the mark “JUST DO IT” for “Hair accessories, namely, hair ties, hair bands, ponytail holders” in International Class 26, registered October 27, 2020.

13. Copies of the foregoing U.S. Trademark Registrations for the JUST DO IT Mark, including the USPTO TSDR record showing the current status and title, are attached as Exhibit A.

14. In addition to the registrations identified above, over the years, Opposer has owned other registrations for the JUST DO IT Mark in the United States.

### **OPPOSER’S JUST DO IT MARK IS WIDELY RECOGNIZED AND FAMOUS**

15. Opposer has made substantial sales of goods and services under its JUST DO IT Mark, and has used the JUST DO IT Mark as a slogan in highly successful advertising and promotional campaigns over the course of many years.

16. Opposer has brought numerous successful oppositions based on the JUST DO IT Mark, including its opposition to the mark JUST JESU IT reported in *NIKE, Inc. v. Peter Maher and Patricia Hoyt Maher*, 100 USPQ2d 1018 (TTAB 2011). In *NIKE v. Maher*, a precedential decision, the Board sustained Opposer’s opposition on both the grounds of likelihood of confusion with the JUST DO IT Mark and dilution of the JUST DO IT Mark, and found that Opposer’s JUST DO IT Mark is famous.

17. Since *NIKE v. Maher*, the Board has issued five additional decisions (including four decisions since March 2019) involving the JUST DO IT Mark in which it again ruled in Opposer’s favor:

- *NIKE, Inc. v. Capital E Finance Co, LLC*, Opp. No. 91221511 (TTAB June 24, 2016) (JUST DID IT likely to cause confusion with and dilution of the JUST DO IT Mark);

- *NIKE, Inc. v. Cheryl Bauman-Buffone*, Opp. No. 91234556 (TTAB March 20, 2019) (JUSTSAYIT likely to cause confusion with and dilution of the JUST DO IT Mark);
- *NIKE, Inc. v. Jamin Caldwell and Courtney Miles*, Opp. No. 91240394 (TTAB April 28, 2020) (JUST DREW IT! likely to cause confusion with and dilution of the JUST DO IT Mark);
- *NIKE, Inc. v. John K. Muntean*, Opp. No. 91247956 (TTAB September 10, 2020) (JUST BELIEVE IT. likely to cause confusion with and dilution of the JUST DO IT Mark); and
- *NIKE, Inc. v. Honest E Online LLC*, Opp. No. 91254139 (TTAB April 20, 2021) (JUST BET IT likely to cause confusion with the JUST DO IT Mark).

18. In *NIKE v. Maher*, and all but one of the cases identified above in paragraph 17, the Board found the JUST DO IT Mark to be famous for both the purposes of assessing likelihood of confusion and dilution.<sup>1</sup> For example, in *NIKE, Inc. v. Capital E. Finance Co.*, the Board noted: “The record shows that Opposer’s JUST DO IT mark is universally recognized throughout the United States.” (See *NIKE, Inc. v. Capital E Finance Co., LLC*, Opposition No. 91221511, Board’s order dated June 24, 2016 at p. 16, 28 TTABVUE 16.) And in *NIKE, Inc. v. Cheryl Bauman-Buffone*, the Board confirmed that: “This evidence establishes that JUST DO IT is not only famous for purposes of both of Opposer’s claims, but exceedingly so. It is entitled to the highest level of

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<sup>1</sup> In the most recent case, *NIKE, Inc. v. Honest E Online LLC*, the Board found JUST DO IT to be a famous trademark, but elected to decide the case based solely on the likelihood of confusion ground and did not reach the dilution claim. (See *NIKE, Inc. v. Honest E Online LLC*, Opposition 91254139, Board’s order dated April 20, 2021 at p. 20, 28 TTABVUE 20.)

protection against confusion.” (See *NIKE, Inc. v. Cheryl Bauman-Buffone*, Opposition 91234556, Board’s order dated March 20, 2019 at p. 11, 47 TTABVue 11.)

19. As a result of Opposer’s long use and registration of its JUST DO IT Mark, Opposer has developed substantial goodwill in said mark, and the public has come to associate the JUST DO IT Mark with the goods and services of Opposer.

### **BACKGROUND ON APPLICANT AND ITS MARK**

20. Applicant filed its application for JUST SUE IT (hereinafter “Applicant’s Mark”) on April 28, 2021. Application Serial No. 90/677570 (hereinafter “the ‘570 Application”) was filed pursuant to Section 1(b) of the Trademark Act, claiming a bona fide intention to use the mark in commerce in connection with “Entertainment services, namely, displaying a series of films; Entertainment services, namely, storytelling; Multimedia entertainment services in the nature of recording, production and post-production services in the fields of music, video, and films” in International Class 41.

21. If Applicant is permitted to register JUST SUE IT, the registration will give Applicant a *prima facie* exclusive right to the use of Applicant’s Mark for the services set forth in the application. Such registration would damage and injure Opposer.

### **COUNT I**

#### **DILUTION**

22. Opposer repeats and realleges paragraphs 1-21 as paragraph 22 of this Count I.

23. As a further ground for the opposition, Opposer’s JUST DO IT Mark, which has been in use in commerce for more than thirty years, and registered for more than twenty-five years, is famous within the meaning of Lanham Act Section 43(c), 15 USC § 1125(c).

24. Opposer's JUST DO IT Mark became famous prior to the filing date of the application for Applicant's Mark and prior to any use or any use in commerce by Applicant of Applicant's Mark, JUST SUE IT, as a trademark, service mark, or trade name.

25. Registration of Applicant's Mark is likely to cause dilution of Opposer's JUST DO IT Mark, to the injury of Opposer, by diluting the distinctiveness of Opposer's JUST DO IT Mark and lessening the capacity of Opposer's JUST DO IT Mark to identify and distinguish Opposer's goods and services, in violation of Section 43(c) of the Lanham Act, 15 USC § 1125(c).

26. Registration of Applicant's Mark should be denied based on a likelihood of dilution of the distinctive quality of Opposer's famous JUST DO IT Mark, in violation of Section 43(c) of the Lanham Act, 15 USC § 1125(c).

## **COUNT II**

### **LIKELIHOOD OF CONFUSION**

27. Opposer repeats and realleges paragraphs 1-26 as paragraph 27 of this Count II.

28. Opposer's use and registration of its JUST DO IT Mark is long prior to the filing date of the opposed Application.

29. On information and belief, Applicant was aware of Opposer's JUST DO IT Mark at the time that Applicant filed its application.

30. Applicant's Mark is confusingly similar to Opposer's JUST DO IT Mark.

31. The services identified in Applicant's '570 Application in International Class 41 are closely related to, and may be offered in the same channels of trade and to the same types of consumers, as the goods and services for which the JUST DO IT Mark is used and registered.

32. Due to at least the similarity of the marks and goods and services involved, and other factors, Applicant's use and registration of Applicant's Mark will inevitably lead to

confusion, to mistake, or to deception of the public within the meaning of Section 2(d) of the Lanham Act, 15 USC § 1052(d), all to Opposer's grave and irreparable damage.

33. Registration of Applicant's Mark should be denied based on a likelihood of confusion with Opposer's prior JUST DO IT Mark, in violation of Section 2(d) of the Lanham Act, 15 USC § 1052(d).

#### **CLAIM FOR RELIEF/DAMAGE**

34. By reason of the foregoing, Applicant's registration of JUST SUE IT will cause injury and damage to Opposer's rights to its registered JUST DO IT Mark and to its use thereof described above.

WHEREFORE, Opposer respectfully prays that the present opposition be sustained and that the registration sought by Applicant be refused.

#### **AUTHORIZATION FOR PAYMENT OF FEES**

The Patent and Trademark Office and Trademark Trial and Appeal Board are hereby authorized to collect any fees necessitated by this Notice of Opposition from the credit card on file for Arnold & Porter Kaye Scholer LLP.

Respectfully submitted,

Arnold & Porter Kaye Scholer LLP  
Attorneys for Opposer

Date: March 2, 2022

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Enclosure:

Exhibit A: Copies of Reg. No. 1,875,307; Reg. No. 4,350,316; Reg. No. 4,764,071; Reg. No. 4,902,036; Reg. No. 5,727,940; Reg. No. 6,185,209, and TSDR Records Showing Current Status and Title

# **EXHIBIT A**

**Int. Cl.: 25**

**Prior U.S. Cl.: 39**

**United States Patent and Trademark Office** **Reg. No. 1,875,307**  
**Registered Jan. 24, 1995**

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**TRADEMARK  
PRINCIPAL REGISTER**

**JUST DO IT.**

NIKE, INC. (OREGON CORPORATION)  
3900 S.W. MURRAY BOULEVARD  
BEAVERTON, OR 97005

FIRST USE 1-26-1989; IN COMMERCE  
1-26-1989.

FOR: CLOTHING, NAMELY T-SHIRTS,  
SWEATSHIRTS AND CAPS, IN CLASS 25 (U.S.  
CL. 39).

SER. NO. 73-829,171, FILED 10-3-1989.

ANIL V. GEORGE, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2022-03-02 14:34:43 EST

**Mark:** JUST DO IT.

**US Serial Number:** 73829171

**Application Filing Date:** Oct. 03, 1989

**US Registration Number:** 1875307

**Registration Date:** Jan. 24, 1995

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Dec. 19, 2014

**Publication Date:** Nov. 01, 1994

## Mark Information

**Mark Literal Elements:** JUST DO IT.

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

## Related Properties Information

**Parent Of:** 74801373

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS

**International Class(es):** 025 - Primary Class

**U.S Class(es):** 039

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 26, 1989

**Use in Commerce:** Jan. 26, 1989

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: NIKE, INC.

Owner Address: DF3  
ONE BOWERMAN DRIVE  
BEAVERTON, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Jaime M. Lemons  
Nike, Inc.  
ONE BOWERMAN DRIVE  
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Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e-mail: [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)  
[jennifer.reynolds@nike.com](mailto:jennifer.reynolds@nike.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 02, 2022	NOTICE OF SUIT	
Nov. 09, 2021	NOTICE OF SUIT	
Aug. 10, 2021	NOTICE OF SUIT	
Aug. 06, 2021	NOTICE OF SUIT	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 19, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 19, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Dec. 19, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Dec. 10, 2014	TEAS SECTION 8 & 9 RECEIVED	
Nov. 21, 2013	NOTICE OF SUIT	
Mar. 22, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 17, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 17, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 15, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 15, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 15, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 15, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 03, 2011	NOTICE OF SUIT	
Oct. 15, 2010	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 15, 2010	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 24, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Jun. 24, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
Sep. 25, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED
Aug. 27, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
Aug. 27, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
Jun. 25, 2008	NOTICE OF SUIT
Jun. 23, 2008	NOTICE OF SUIT
Jun. 23, 2008	NOTICE OF SUIT
Jun. 13, 2008	NOTICE OF SUIT
Jun. 13, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 05, 2008	NOTICE OF SUIT
Jun. 02, 2008	NOTICE OF SUIT
May 20, 2008	NOTICE OF SUIT
Apr. 10, 2008	NOTICE OF SUIT
Apr. 10, 2008	NOTICE OF SUIT
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Apr. 06, 2008	NOTICE OF SUIT
Apr. 01, 2008	NOTICE OF SUIT
Mar. 31, 2008	NOTICE OF SUIT
Mar. 31, 2008	NOTICE OF SUIT
Mar. 28, 2008	NOTICE OF SUIT
Mar. 27, 2008	NOTICE OF SUIT
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Mar. 26, 2008	NOTICE OF SUIT
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Mar. 24, 2008	NOTICE OF SUIT
Mar. 20, 2008	NOTICE OF SUIT
Mar. 20, 2008	NOTICE OF SUIT
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Mar. 18, 2008	NOTICE OF SUIT
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Mar. 12, 2008	NOTICE OF SUIT
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Mar. 03, 2008	NOTICE OF SUIT
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Feb. 26, 2008	NOTICE OF SUIT
Feb. 18, 2008	NOTICE OF SUIT
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Feb. 18, 2008	NOTICE OF SUIT
Feb. 11, 2008	NOTICE OF SUIT
Feb. 03, 2008	NOTICE OF SUIT
Jan. 28, 2008	NOTICE OF SUIT
Jan. 28, 2008	NOTICE OF SUIT
Jul. 12, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT

Apr. 26, 2007	NOTICE OF SUIT	
Mar. 22, 2007	NOTICE OF SUIT	
Mar. 04, 2005	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 04, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 21, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 21, 2005	TEAS SECTION 8 & 9 RECEIVED	
Apr. 24, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 24, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 24, 1995	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 1994	PUBLISHED FOR OPPOSITION	
Sep. 30, 1994	NOTICE OF PUBLICATION	
Aug. 02, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 1994	ASSIGNED TO EXAMINER	72148
May 11, 1994	ASSIGNED TO EXAMINER	72154
Sep. 08, 1993	LETTER OF SUSPENSION MAILED	
Aug. 10, 1993	DIVISIONAL PROCESSING COMPLETE	
Jun. 02, 1993	DIVISIONAL REQUEST RECEIVED	
Apr. 12, 1993	NON-FINAL ACTION MAILED	
Oct. 01, 1992	LETTER OF SUSPENSION MAILED	
Jul. 17, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 27, 1992	LETTER OF SUSPENSION MAILED	
Dec. 27, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 27, 1991	LETTER OF SUSPENSION MAILED	
Oct. 25, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 05, 1990	LETTER OF SUSPENSION MAILED	
Jun. 19, 1990	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 20, 1989	NON-FINAL ACTION MAILED	
Nov. 29, 1989	ASSIGNED TO EXAMINER	68181

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Dec. 19, 2014

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** NIKE, INC.

### Assignment 1 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Reel/Frame:** [0945/0448](#)

**Pages:** 15

**Date Recorded:** Apr. 01, 1993

**Supporting Documents:** No Supporting Documents Available

#### Assignor

**Name:** [NIKE, INC.](#)

**Execution Date:** Feb. 15, 1993

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OREGON

#### Assignee

**Name:** [BRS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OREGON

**Address:** ONE BOWERMAN DRIVE BEAVERTON, OREGON 97005-6453

#### Correspondent

**Correspondent Name:** BANNER, BIRCH, MCKIE & BECKETT

**Correspondent Address:** ALAN S. COOPER  
1001 G STREET, N.W.  
WASHINGTON, D.C. 20001-4597

**Domestic Representative - Not Found**

## Assignment 2 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Reel/Frame:** [1159/0220](#)

**Pages:** 16

**Date Recorded:** May 31, 1994

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [BRS, INC.](#)

**Execution Date:** May 27, 1994

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OREGON

### Assignee

**Name:** [NIKE, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OREGON

**Address:** ONE BOWERMAN DRIVE  
BEAVERTON, OREGON 970056453

### Correspondent

**Correspondent Name:** BANNER, BIRCH, MCKIE & BECKETT

**Correspondent Address:** ERIC T. FINGERHUT  
ELEVENTH FLOOR  
1001 G STREET, N.W.  
WASHINGTON, D.C. 20001-4597

**Domestic Representative - Not Found**

**United States of America**  
United States Patent and Trademark Office

**JUST DO IT**

**Reg. No. 4,350,316**

**Registered June 11, 2013**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

NIKE, INC. (OREGON CORPORATION)  
DF4  
ONE BOWERMAN DRIVE  
BEAVERTON, OR 97005

FOR: EYEGLASS FRAMES; SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2008; IN COMMERCE 10-31-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,817,919, 1,875,307, AND 1,931,937.

SER. NO. 85-795,981, FILED 12-6-2012.

GEORGE LORENZO, EXAMINING ATTORNEY



*Lisa Street Lee*

Acting Director of the United States Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2022-03-02 14:35:39 EST

**Mark:** JUST DO IT

JUST DO IT

**US Serial Number:** 85795981

**Application Filing Date:** Dec. 06, 2012

**US Registration Number:** 4350316

**Registration Date:** Jun. 11, 2013

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jul. 21, 2018

**Publication Date:** Mar. 26, 2013

## Mark Information

**Mark Literal Elements:** JUST DO IT

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 1817919, 1875307, 1931937

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Eyeglass frames; Sunglasses

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2008

**Use in Commerce:** Oct. 31, 2008

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: DF4  
One Bowerman Drive  
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Jaime M. Lemons  
Nike, Inc.  
ONE BOWERMAN DRIVE  
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e-mail: [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)  
[jennifer.reynolds@nike.com](mailto:jennifer.reynolds@nike.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 21, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 21, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Jul. 13, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Jun. 29, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jun. 11, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 11, 2013	REGISTERED-PRINCIPAL REGISTER	
Mar. 26, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 26, 2013	PUBLISHED FOR OPPOSITION	
Mar. 22, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 06, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 18, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 18, 2013	ASSIGNED TO EXAMINER	73359
Dec. 17, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2012	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

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**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Jul. 21, 2018

# United States of America

United States Patent and Trademark Office

# JUST DO IT

**Reg. No. 4,764,071**

**Registered June 30, 2015**

**Int. Cls.: 18 and 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

NIKE, INC. (OREGON CORPORATION)  
ONE BOWERMAN DRIVE  
BEAVERTON, OR 97005

FOR: ALL PURPOSE SPORT BAGS; BACKPACKS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

FOR: FOOTWEAR; HEADBANDS; HEADWEAR; PANTS; SHORTS; SPORTS BRAS; TANK TOPS; TIGHTS; WARM UP SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-26-1989; IN COMMERCE 1-26-1989.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,875,307 AND 4,350,316.

SER. NO. 86-444,421, FILED 11-4-2014.

CRISTIANA SCHWAB, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2022-03-02 14:36:41 EST

**Mark:** JUST DO IT

JUST DO IT

**US Serial Number:** 86444421

**Application Filing Date:** Nov. 04, 2014

**US Registration Number:** 4764071

**Registration Date:** Jun. 30, 2015

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Sep. 01, 2021

**Publication Date:** Apr. 14, 2015

## Mark Information

**Mark Literal Elements:** JUST DO IT

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 1875307, 4350316

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** All purpose sport bags; Backpacks

**International Class(es):** 018 - Primary Class

**U.S Class(es):** 001, 002, 003, 022, 041

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 01, 2011

**Use in Commerce:** Jul. 01, 2011

**For:** Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits

**International Class(es):** 025 - Primary Class

**U.S Class(es):** 022, 039

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 26, 1989

**Use in Commerce:** Jan. 26, 1989

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Nike, Inc.

**Owner Address:** One Bowerman Drive  
Beaverton, OREGON UNITED STATES 97005

**Legal Entity Type:** CORPORATION

**State or Country** OREGON  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jaime M. Lemons

**Attorney Primary** [Nike.trademark@nike.com](mailto:Nike.trademark@nike.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Jaime M. Lemons  
**Name/Address:** Nike, Inc.  
ONE BOWERMAN DRIVE  
BEAVERTON, OREGON UNITED STATES 97005

**Phone:** 503-671-6453

**Correspondent e-** [Nike.trademark@nike.com](mailto:Nike.trademark@nike.com)  
**mail:**

**Correspondent e-** Yes  
**mail Authorized:**

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Mar. 02, 2022	NOTICE OF SUIT	
Nov. 09, 2021	NOTICE OF SUIT	
Sep. 01, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 01, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	95151
Aug. 27, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	95151
Aug. 10, 2021	NOTICE OF SUIT	
Aug. 06, 2021	NOTICE OF SUIT	
May 06, 2021	TEAS SECTION 8 & 15 RECEIVED	
Jun. 30, 2020	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 30, 2015	REGISTERED-PRINCIPAL REGISTER	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 14, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 14, 2015	PUBLISHED FOR OPPOSITION	
Mar. 25, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Mar. 02, 2015APPROVED FOR PUB - PRINCIPAL REGISTER

Feb. 24, 2015ASSIGNED TO EXAMINER

Nov. 14, 2014NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

Nov. 07, 2014NEW APPLICATION ENTERED IN TRAM

91174

# TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 110

Date in Location: Sep. 01, 2021

**United States of America**  
United States Patent and Trademark Office

**JUST DO IT**

**Reg. No. 4,902,036**

**Registered Feb. 16, 2016**

**Int. Cl.: 21**

**TRADEMARK**

**PRINCIPAL REGISTER**

NIKE, INC. (OREGON CORPORATION)  
DF3  
ONE BOWERMAN DRIVE  
BEAVERTON, OR 97005

FOR: BOTTLES, SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 7-1-2015; IN COMMERCE 7-1-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-762,618, FILED 9-21-2015.

JOHN E. MICHOS, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

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**Mark:** JUST DO IT

JUST DO IT

**US Serial Number:** 86762618

**Application Filing Date:** Sep. 21, 2015

**US Registration Number:** 4902036

**Registration Date:** Feb. 16, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Feb. 16, 2016

**Publication Date:** Dec. 01, 2015

## Mark Information

**Mark Literal Elements:** JUST DO IT

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Bottles, sold empty

**International Class(es):** 021 - Primary Class

**U.S Class(es):** 002, 013, 023, 029, 030, 033, 040, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 01, 2015

**Use in Commerce:** Jul. 01, 2015

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Nike, Inc.

**Owner Address:** One Bowerman Drive  
Beaverton, OREGON UNITED STATES 97005

**Legal Entity Type:** CORPORATION

**State or Country** OREGON  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jaime M. Lemons

**Attorney Primary** [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Jaime M. Lemons  
**Name/Address:** Nike, Inc.  
ONE BOWERMAN DRIVE  
BEAVERTON, OREGON UNITED STATES 97005

**Phone:** 503-671-6453

**Correspondent e-** [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)  
**mail:** [Michelle.Miller2@nike.com](mailto:Michelle.Miller2@nike.com)

**Correspondent e-** Yes  
**mail Authorized:**

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 28, 2021	TEAS SECTION 8 & 15 RECEIVED	
Feb. 16, 2021	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2016	REGISTERED-PRINCIPAL REGISTER	
Dec. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 01, 2015	PUBLISHED FOR OPPOSITION	
Nov. 11, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2015	ASSIGNED TO EXAMINER	67443
Sep. 24, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 16, 2016

# United States of America

## United States Patent and Trademark Office

# JUST DO IT

**Reg. No. 5,727,940**

**Registered Apr. 16, 2019**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

Nike, Inc. (OREGON CORPORATION)  
One Bowerman Drive  
Beaverton, OREGON 97005

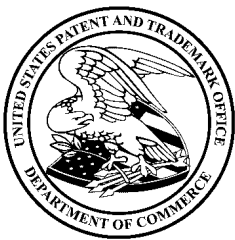
CLASS 35: Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

FIRST USE 7-1-1994; IN COMMERCE 7-1-1994

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4350316, 4704671, 4764071

SER. NO. 88-170,627, FILED 10-26-2018



Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2022-03-02 14:38:55 EST

**Mark:** JUST DO IT

# JUST DO IT

**US Serial Number:** 88170627

**Application Filing Date:** Oct. 26, 2018

**US Registration Number:** 5727940

**Registration Date:** Apr. 16, 2019

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Apr. 16, 2019

**Publication Date:** Jan. 29, 2019

## Mark Information

**Mark Literal Elements:** JUST DO IT

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 4350316, 4704671, 4764071 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 01, 1994

**Use in Commerce:** Jul. 01, 1994

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

**Owner Name:** Nike, Inc.

**Owner Address:** One Bowerman Drive  
Beaverton, OREGON UNITED STATES 97005

**Legal Entity Type:** CORPORATION

**State or Country** OREGON  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jaime M. Lemons

**Attorney Primary** [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** JENNIFER MARTIN REYNOLDS  
**Name/Address:** ONE BOWERMAN DRIVE  
BEAVERTON, OREGON UNITED STATES 97005

**Phone:** 503-671-6453

**Correspondent e-** [Nike.Docket@nike.com](mailto:Nike.Docket@nike.com) [Jennifer.Reynolds@nike.c](mailto:Jennifer.Reynolds@nike.com)  
**mail:** [om](mailto:om)

**Correspondent e-** Yes  
**mail Authorized:**

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Apr. 16, 2019	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 29, 2019	PUBLISHED FOR OPPOSITION	
Jan. 09, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 17, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 17, 2018	ASSIGNED TO EXAMINER	93412
Nov. 09, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 07, 2018	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Nov. 07, 2018	TEAS VOLUNTARY AMENDMENT RECEIVED	
Oct. 30, 2018	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 16, 2019

# United States of America

United States Patent and Trademark Office

# JUST DO IT

**Reg. No. 6,185,209**

**Registered Oct. 27, 2020**

**Int. Cl.: 26**

**Trademark**

**Principal Register**

Nike, Inc. (OREGON CORPORATION)  
1 Bowerman Dr.  
Beaverton, OREGON 97005

CLASS 26: Hair accessories, namely, hair ties, hair bands, ponytail holders

FIRST USE 3-00-2013; IN COMMERCE 3-00-2013

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-876,918, FILED 04-17-2020



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



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Mark: JUST DO IT

JUST DO IT

US Serial Number: 88876918

Application Filing Date: Apr. 17, 2020

US Registration Number: 6185209

Registration Date: Oct. 27, 2020

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Oct. 27, 2020

Publication Date: Aug. 11, 2020

## Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Hair accessories, namely, hair ties, hair bands, ponytail holders

International Class(es): 026 - Primary Class

U.S Class(es): 037, 039, 040, 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 2013

Use in Commerce: Mar. 2013

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

**Owner Name:** Nike, Inc.

**Owner Address:** 1 Bowerman Dr.  
Beaverton, OREGON UNITED STATES 97005

**Legal Entity Type:** CORPORATION

**State or Country** OREGON  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jaime M. Lemons

**Attorney Primary** [nike.docket@nike.com](mailto:nike.docket@nike.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** JAIME M. LEMONS  
**Name/Address:** 1 BOWERMAN DR.  
BEAVERTON, OREGON UNITED STATES 97005

**Phone:** 503-671-6453

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### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 27, 2020	REGISTERED-PRINCIPAL REGISTER	
Aug. 11, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2020	PUBLISHED FOR OPPOSITION	
Jul. 22, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 07, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 07, 2020	ASSIGNED TO EXAMINER	92994
Apr. 27, 2020	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 21, 2020	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Oct. 27, 2020